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09/658,632

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In re Application of: Megiddo et al.

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

AMENDMENT

OFFICIAL

MS Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir,

✓ In response to the outstanding office action of 11/12/2003 and further in view of the interview of 02/10/2004, please amend the above-identified application as follows:

02/17/2004 MJONES1 00000003 090441 09658632

01 FC:1202 18.00 DA

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FACSIMILE TRANSMITTAL SHEET**DATE SENT:** February 12, 2004**DELIVER TO:****Name:** Examiner Jonathan Ouellette**Company:** U.S.P.T.O./ GAU 3629**Phone No:** 703-605-0662**Fax No:** 703-872-9306**FROM:** Ramraj Soundararajan**YOUR FILE:** USSN 09/658,632

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PLEASE ACKNOWLEDGE AND RETURNIn re Application of: Megiddo et al.Serial No.: 09/658,632Group Art Unit: 3629Filed: 9/8/2000Examiner: Jonathan P. OuelletteTitle: A System and Method for Improving the Effectiveness of Web Advertising

PTO/SB/21 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

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|--|----|------------------------|-----------------|
| TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i> | | Application Number | 09/658,632 |
| | | Filing Date | 09/08/2000 |
| | | First Named Inventor | Megiddo, Nimrod |
| | | Art Unit | 3629 |
| | | Examiner Name | J. Ouellette |
| Total Number of Pages in This Submission | 18 | Attorney Docket Number | ARC92000029US1 |

| ENCLOSURES (check all that apply) | | |
|---|--|--|
| <input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): |
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| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | |
|--|---------------------------|
| Firm or Individual name | Lacasse & Associates, LLC |
| Signature | Ramraj Sundararajan |
| Date | February 12, 2004 |

| CERTIFICATE OF TRANSMISSION/MAILING | | | |
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